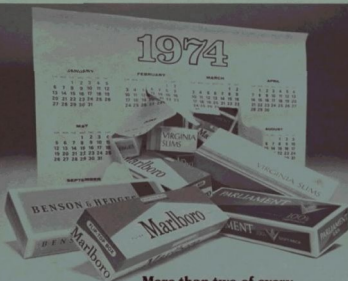


LEOBURNETT U.S.A.

© 1974 LEOBURNETT U.S.A. INC.

Ad No. 8-9028 - 1974 Calendar Cigarette - Reg. No. 37133 - B&W Brand - 871311 - Supermarket Photo - TS - 82

Printed in U.S.A.



More than two of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every Supermarket operator who keeps Philip Morris brands in stock at every location, all the time.

Check your shelves — and check your weekly order, too. Make sure it's up to date with our growth.

Here's the score* for '74:

Gains in Domestic Cigarette Consumption Over 1973
Total Industry - 14.91 billion
Philip Morris USA - 10.29 billion
Rest of Industry - 4.62 billion

*Source: 1974 National Cigarette Market Statistics, January 16, 1975. Courtesy of Research Corp., 1710 Pennsylvania Avenue, N.W., Washington, D.C. 20036.



The Profit Makers come from **Philip Morris USA**



2061193962